

CLAIMS

1. Adapter device making it possible to use an optical memory disc of the "compact disc" type (1) having dimensions less than a standard dimension or measure, comprising an adapter ring (2) of flexible material, in particular card, having an outer perimeter (3) which at least partly corresponds to the outer circumference of a standard optical disc, and an inner perimeter (4) which at least partly corresponds to the outer circumference (5) of the said optical disc (1) of a size smaller than the standard size; the adapter ring (2) being folded along predetermined fold lines (L1, L2) in such a way that when in the folded configuration it presents dimensions which are close to or smaller than the external diameter of the said optical memory disc (1) of a size smaller than the standard size.
2. Device according to claim 1, in which the said adapter ring (2) is essentially folded along two diametrical directions (L1, L2) which are substantially at right angles to each other in such a way as to form four juxtaposed segments.
3. Device according to claim 1 or 2, in which the outer perimeter (3) of the adapter ring (2) has a plurality of portions or sides (3a) which extend essentially along chords of a circumference (7) having a diameter corresponding to the external diameter of a standard optical disc.
4. Device according to claim 3, in which the outer perimeter (3) of the adapter ring (2) has a plurality of curved portions or sides (3b) corresponding to arcs of a

circumference (7) having a diameter corresponding to the external diameter of a standard optical disc.

5. Device according to claims 3 and 4, in which the chordal portions or sides (3a) and the curved portions or sides (3b) of the outer perimeter (3) of the adapter ring (2) alternate with each other.

6. Device according to claims 2 and 5, in which the outer perimeter (3) of the adapter ring (2) has four chordal portions or sides (3a), in pairs, at right angles to the aforesaid diametrical fold directions (L1, L2).

7.. Device according to any of the preceding claims, also comprising adhesive reinforcing means (6) adapted to be applied to the adapter ring (2) in its unfolded operating condition, and capable of preventing the tendency towards resilient return to the folded condition.

8. Device according to claim 7, in which the said adhesive reinforcing means comprise a self-stick ring which can be applied to one surface of the adapter ring (2).

9. Device according to claim 7, in which the said reinforcing adhesive means comprise a plurality of self-stick elements (6) of small size which can be applied over the fold zones in the adapter ring (2).

10. Promotional article for distribution in association with a commercial product, in particular a food product (31), characterised in that it comprises an optical memory disc (1) of the "compact disc" type of a size smaller than a standard

size or measure, and an associated adapter device (2; 6) according to one or more of the preceding claims.

11. Promotional article according to claim 10 further comprising an enclosure (30) capable of containing within it the optical memory disc (1) and the adapter ring (2) in the folded configuration, in a juxtaposed arrangement.